

# **Lorraine Longhi PRR**

**Emails to and from  
Amy Bolton and John  
Kriekard on 2/13/19  
and 2/14/19**

## Louise Quezada

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**From:** John Kriekard <jkriekard@susd.org>  
**Sent:** Wednesday, February 13, 2019 7:37 PM  
**To:** Jed Bowman; Amy Bolton; Margaret Rehberg  
**Cc:** Steve Nance; Ibi Haghighat; Milissa Sackos  
**Subject:** Fw: SAA Update

I received this from Chris Asmussen and requested a meeting where we could address their concerns. I would like to talk about these issues and how we work together to get the principals to understand what we have been through before we meet with them. I feel they expected miracles with rainbows and unicorns. A little reality check is in order.

John

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**From:** Chris Asmussen  
**Sent:** Wednesday, February 13, 2019 12:36 PM  
**To:** John Kriekard  
**Cc:** Grace Stombres  
**Subject:** SAA Update

Good morning Dr. Kriekard, (I left it as good morning, because it has taken this long to send! And, in all honesty, we made sure that this communication was approved by the Exec Board and was one voice – not Grace & Chris)

First, congratulations on your appointment as SUSD's Superintendent. We're grateful for your stable leadership.

Here is the news from the water cooler last night. We had a good showing at the SAA Executive Board meeting with 9 principals, but representation from 11 schools. These 11 folks had also reached out to those they represent – and brought their information, thoughts and concerns with them.

It was shared that after the Administrator meeting, the mentors/mentee meeting conversation bubbled up some of the same concerns that were expressed at our meeting. Ibi should be able to provide you with the rundown of that meeting – if she hasn't already.

Three significant areas of concern were discussed last night. SAA talked about hosting a solutions based meeting, and inviting building leaders to discuss. Sentiment was shared that SAA should host this meeting with or without District leadership. Grace and I would like nothing more than for this to be a collaborative meeting. We plan to move forward and set a date in the near future inviting site leaders to participate in focused discussion groups – brainstorming for solutions and support.

### Area 1: Staffing and HR / Sub shortage

We know that this is a new process. Concerns are raised over an unclear system. Sites don't yet know if requests for additional staffing are approved – surplus and vacancies are soft at this time – sites appear to have staff being assigned to them with no input – transfer process is a bit unclear (we understand that teachers cannot place themselves on the unassigned list, yet as you stated, IF there is a teacher who would prefer to be at another site it is in everyone's best interest to see if that can be done. We also understand that it is a bit of a trick to fill vacancies with surplus staff simultaneously with transfers – which is why communication with the site is important, and why placing staff without talking to site leaders is problematic). Prior to Birdwell, we gathered as a site leaders and went through the list of surplus teachers with SEA and teacher reps. It was a respectful and transparent way to ensure that staff were placed. The past 3 years have been rocky. We are worried about how this will play out ... and when contracts will go

out. On a similar vein, sites are curious to AP/Dean allocations. Further, site leaders were hopeful that we could sit as a district to discuss AP/Dean roles and site assignments. The AP Salary study did not entertain this discussion. Folks are worried that if contracts and assignment don't come out soon, current staff will look elsewhere.

Sub shortages continue to be an issue, even with permanent subs assigned to sites. Direction from HR on a system to use for this group would have been preferred. Subs showed up to campuses without guidance. Each learning community seems to be coming up with their own plans and we're not uniform across the district. DMHS lost one before the 1<sup>st</sup> day of implementation. One was assigned to middle and elementary schools and expected to be at high schools only. This week, Kiva was down 3 teachers and 2 paras on the same day. Sites are playing the sub shuffle and it's wearing on teachers. Word is out that elementary teachers don't get paid for covering, yet middle and high school teachers do. Some brainstorming in this area could help.

## Area 2: Marketing

Frustration was clearly felt and this was a very hot button. The department (Amy) is seen as unhelpful and rude. Sites are providing Amy with information multiple times and feel it is falling on deaf ears. IE: a banner at Anasazi won't work – as no one drives by the school. Jen's name has been misspelled several times. They printed that Anasazi feeds Desert Canyon. Sequoya has been asking for web page help for months. Rumor has it the Scottsdale Independent has reached out to run stories to promote SUSD but won't anymore as they are directed to websites, and other district departments are equally frustrated.

Site leaders are all operating independently and coming up with their own plan, and no one went to university to market ... they have degrees in educational leadership. Appears to be a lot of finger pointing to whose job it is ... schools on a plan to increase enrollment are not feeling supported.

This is where Ibi may be able to provide you with additional information.

## Area 3: Special Ed.

Most folks we talked to sigh and say "I'm too frustrated to talk about it." We shared this with you last month, the information remains the same.

Final thoughts from last night's meeting: There are a lot of important things for us to talk about. But, right now we need to be talking about items that are urgent; staffing, special education, and marketing all appear to have a higher level of urgency.

How can SAA help you? Some of your site leaders are really frustrated.

SAA is planning on inviting site leaders to a working dinner on February 28<sup>th</sup> from 4:30 to 6 PM. Again, we would love for those that oversee these departments to join us in collaboration.

Chris Asmussen  
Principal  
Mohave Middle School  
8490 E. Jackrabbit Road  
Scottsdale, AZ 85250  
(480) 484 – 5210

## Louise Quezada

---

**From:** John Kriekard <jkriekard@susd.org>  
**Sent:** Wednesday, February 13, 2019 7:51 PM  
**To:** Amy Bolton  
**Subject:** Fw: Request for Comment (for Scottsdale Independent)

I just saw this. Did you respond? Thanks.

---

**From:** Melissa Rosequist <mrosequist@newszap.com>  
**Sent:** Wednesday, February 13, 2019 10:00 AM  
**To:** John Kriekard  
**Cc:** Amy Bolton  
**Subject:** Request for Comment (for Scottsdale Independent)

Good morning Dr. Kriekard:

I'm writing a story for today's Scottsdale Independent regarding your position as superintendent through next school year. Would you like to offer a comment on your contract extension to remain at SUSD through the 2019-20 school year?

Best,  
**Melissa Rosequist**  
News Editor  
Independent Newsmedia Inc.

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## Louise Quezada

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**From:** John Kriekard <jkriekard@susd.org>  
**Sent:** Wednesday, February 13, 2019 7:10 PM  
**To:** Amy Bolton  
**Subject:** Re: Social Media Growth

Wow! That is amazing! Great job. I am going to share this with the Board in my memo. OK?  
John

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**From:** Amy Bolton  
**Sent:** Wednesday, February 13, 2019 1:16 PM  
**To:** John Kriekard  
**Subject:** Social Media Growth

Dr. Kriekard,  
I am so grateful that we can move forward another year with you leading us! Congratulations on your contract renewal!

Another piece of good news to share with is a quick dashboard report on social media (image attaches). Our approach to evolving into a modern digital content marketing strategy is working and our district Facebook is growing.

From 1/15 - 2/1 - we reached 6,400 people with carefully crafted messages to enhance the district's reputation and encourage enrollment. 5,000 people engaged with our content (the true measure of success) meaning they took an action to share it with a friend, like it, or rely to it. That's a whopping 168% increase from before. I had publicly committed to 10% growth. On top of that, we added 25 subscribers. After staff time and a \$500 per year software investment, this digital marketing and advertising cost the district \$0.

These numbers not only give you outside measure of this aspect of our digital marketing, interpreted, they mean we are sharing meaningful information that the audience wants, likes and shares. This is way beyond my expectations!

Thank you,  
Amy B.

## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Thursday, February 14, 2019 3:09 PM  
**To:** Steve Nance  
**Cc:** John Kriekard  
**Subject:** RE: Reservation Blues -- azcentral question

I can stop by now.



**Amy M. Bolton, MBA**  
**Chief Marketing & Public Information Officer**  
Scottsdale Unified School District  
8500 E. Jackrabbit Rd. Scottsdale, AZ 85250  
desk (480) 484-6254  
[abolton@susd.org](mailto:abolton@susd.org)

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**From:** Steve Nance <SNance@susd.org>  
**Sent:** Thursday, February 14, 2019 2:43 PM  
**To:** Amy Bolton <abolton@susd.org>  
**Cc:** John Kriekard <jkriekard@susd.org>  
**Subject:** RE: Reservation Blues -- azcentral question

I have an answer. Let me know when you have time to visit.



**Dr. Steve Nance**  
**Assistant Superintendent**  
Scottsdale Unified School District  
Mohave District Annex  
8500 E. Jackrabbit Road, Scottsdale, AZ 85250  
tel (480) 484-6159 fax (480) 484-6293

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Thursday, February 14, 2019 2:11 PM  
**To:** Steve Nance <SNance@susd.org>  
**Cc:** John Kriekard <jkriekard@susd.org>  
**Subject:** FW: Reservation Blues -- azcentral question

Dr. Nance-  
Please advise of a response.  
Thank you.



Amy M. Bolton, MBA  
Chief Marketing & Public Information Officer  
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8500 E. Jackrabbit Rd. Scottsdale, AZ 85250  
desk (480) 484-6254  
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**From:** Altavena, Lily <[LAltavena@arizonarepublic.com](mailto:LAltavena@arizonarepublic.com)>  
**Sent:** Thursday, February 14, 2019 12:46 PM  
**To:** Amy Bolton <[abolton@susd.org](mailto:abolton@susd.org)>  
**Subject:** Reservation Blues -- azcentral question

Hey Amy,

Lily, with The Arizona Republic, writing. I'm working on a story out of Arcadia High and looking for a district response to this by 10AM tomorrow.

Some students and parents have raised concerns about a book required by an AP Lit teacher by Sherman Alexie, an author accused of sexual harassment last year.

I'm attaching the AP Lit assignment sheet I received requiring the book, "Reservation Blues", and here's a story about Alexie:

<https://www.npr.org/2018/03/05/589909379/it-just-felt-very-wrong-sherman-alexies-accusers-go-on-the-record>

Thanks,  
Lily Altavena  
Reporter

**azcentral.**  
azcentral | The Arizona Republic

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[Lily.Altavena@ArizonaRepublic.com](mailto:Lily.Altavena@ArizonaRepublic.com)

## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 9:05 PM  
**To:** John Kriekard  
**Subject:** Re: Request for Comment (for Scottsdale Independent)

Dr. K,

I did but not with a comment. It was to ask her if she was at the meeting. Nancy has drafted a release and we will send that tomorrow. I'd be happy to share your comment from the release.

Amy

On Wed, Feb 13, 2019 at 7:50 PM -0700, "John Kriekard" <[jkriekard@susd.org](mailto:jkriekard@susd.org)> wrote:

I just saw this. Did you respond? Thanks.

---

**From:** Melissa Rosequist <mrosequist@newszap.com>  
**Sent:** Wednesday, February 13, 2019 10:00 AM  
**To:** John Kriekard  
**Cc:** Amy Bolton  
**Subject:** Request for Comment (for Scottsdale Independent)

Good morning Dr. Kriekard:

I'm writing a story for today's Scottsdale Independent regarding your position as superintendent through next school year. Would you like to offer a comment on your contract extension to remain at SUSD through the 2019-20 school year?

Best,

**Melissa Rosequist**

News Editor

Independent Newsmedia Inc.

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## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 1:24 PM  
**To:** Michelle Marshall  
**Cc:** John Kriekard; Sandy Kravetz  
**Subject:** Re: AZ Central Article re Superintendent

Michelle- sure! I asked for the correction and blind copied you.

She's been really helpful in the past so hopefully this is a quick fix!  
Amy

On Wed, Feb 13, 2019 at 1:14 PM -0700, "Michelle Marshall" <[mmarshall@susd.org](mailto:mmarshall@susd.org)> wrote:

Amy,

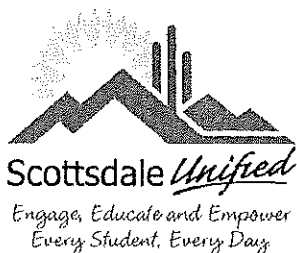
Sandy alerted me to this article, which states that we "canceled" the MacPherson Jacobson contract, which the Board has not done:

<https://www.azcentral.com/story/news/local/scottsdale-education/2019/02/13/scottsdale-unified-school-district-finds-its-permanent-superintendent-john-kriekard/2850806002/>.

Do you recommend correcting the reporter on this point?

Also, although it sounds like she interviewed me, she did not. She seems to have taken that part from what I said at the study session last week.

Thanks,



Michelle G. Marshall | General Counsel  
Scottsdale Unified School District  
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## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 9:07 PM  
**To:** John Kriekard  
**Subject:** Fwd: Introduction  
**Attachments:** image012.png; image003.png; image006.png; image008.png; image011.png; image001.png; image004.png; image005.png; image007.png; image013.png

My communication with Melissa from the Scottsdale Independent today.

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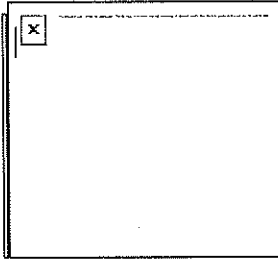
**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 11:30 AM  
**To:** Melissa Rosequist; Dennis Roehler  
**Cc:** Nancy Norman; Tom O'Neil; Fatima Garcia; Walter Chantler  
**Subject:** RE: Introduction

Hi Melissa-

As always- we are happy to share information – especially on such a key project with public funding. The SUSD Office of Communications & Marketing has been issuing news releases, social media posts across 5 platforms (on the Cherokee's Facebook, and District's Facebook, District's Twitter and Cherokee's Twitter accounts as well as on Nextdoor) and have been maintaining a website on this project from the beginning. Those are your go to sources for real time information going forward on this project and historic information– as we do post the major activity we are aware of through these outlets. You may also find more information embedded within SUSD Governing Board meetings, presentations and video at [susd.org/board](https://susd.org/board). We do have your organization on our media release distribution list, so of course information is flowing that way as well. If there is a specific name or email you'd like us to include, just let me know. These same sources carry our district and school news flow as well, so if you're not following our 29 schools and the District on Facebook and Twitter, you can always find that listing of our schools at [susd.org/schools](https://susd.org/schools) and each school's website (listed on that page) has their social media links.

Our executive leadership has asked the OW folks create a display ad for the next meeting dates (since they are determining, hosting and administering these) and I believe they are working on this to make your publication deadlines prior to the next meetings.

Hope that helps.



**Amy M. Bolton, MBA**  
**Chief Marketing & Public Information Officer**  
Scottsdale Unified School District  
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[abolton@susd.org](mailto:abolton@susd.org)

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**From:** Melissa Rosequist <mrosequist@newszap.com>

**Sent:** Wednesday, February 13, 2019 9:55 AM

**To:** Dennis Roehler <droehler@susd.org>

**Cc:** Nancy Norman <nnorman@susd.org>; Amy Bolton <abolton@susd.org>; Tom O'Neil <oneil.t@owp.com>; Fatima Garcia <garcia.f@owp.com>; Walter Chantler <wchantler@susd.org>

**Subject:** RE: Introduction

Dennis:

Our next Scottsdale Independent paper goes to print on Friday, Feb. 22, so any information you'd like in that edition I'd need by Wednesday, Feb. 20 at the latest. That paper is mailed to 75,000 homes mostly in north Scottsdale on the first of every month.

The Paradise Valley paper is weekly and goes to print every Friday – so anytime you send information over for that, we'll get it in the next applicable edition.

I would agree with Chief Wingert – we have a lot of readers who are interested in SUSD and its happenings, regardless of if they have a child enrolled in a school or not.

**From:** Dennis Roehler <[droehler@susd.org](mailto:droehler@susd.org)>

**Sent:** Tuesday, February 12, 2019 4:39 PM

**To:** Melissa Rosequist <[mrosequist@newszap.com](mailto:mrosequist@newszap.com)>

**Cc:** Nancy Norman <[nnorman@susd.org](mailto:nnorman@susd.org)>; Amy Bolton <[abolton@susd.org](mailto:abolton@susd.org)>; Tom O'Neil <[oneil.t@owp.com](mailto:oneil.t@owp.com)>; Fatima Garcia <[garcia.f@owp.com](mailto:garcia.f@owp.com)>; Walter Chantler <[wchantler@susd.org](mailto:wchantler@susd.org)>

**Subject:** RE: Introduction

Hello, Melissa, Thanks for reaching out. Chief Wingert's suggestion was indeed well received, at least from my perspective along with our Architects.

I've not had an opportunity to connect with Amy Bolton and Nancy Norman to discuss format. I know that there was conversation about running an AD to advertise upcoming meetings. Chief Wingert's suggestion to tell our story and the work that has been done and the work that needs to be done. He suggested that the PV and SI have readership that doesn't necessarily want to come to the meetings but they DO want to know what's happening. Would you say this is accurate?

I'm going to try and connect with Amy and/or Nancy this evening and see how quickly we can start this ball rolling.

Any suggestions or timelines that we should be aware of, we would appreciate you sharing.

We'll talk soon.

**Dennis J. Roehler | Director of Facilities**

**Scottsdale Unified School District**

**Building Services Department**

9288 E. San Salvador Dr. Scottsdale, AZ 85258

tel (480) 484-8503 | mobile (480) 415-8564

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**From:** Melissa Rosequist <mrosequist@newszap.com>

**Sent:** Tuesday, February 12, 2019 1:24 PM

**To:** Dennis Roehler <drehler@susd.org>

**Subject:** RE: Introduction

Hi Dennis:

I think Chief Wingert's suggestion of submitting information updates on Cherokee Elementary School's renovations --- and all school renovations for that matter --- to us is a great idea!

I'm the news editor, so you can send things directly to me. I would suggest that any meetings, upcoming open houses, or information pertinent to parents would be appropriate for the newspaper. Is there any specific information you need from me to get this ball rolling?

As you may know, we publish the weekly Town of Paradise Valley newspaper that's mailed to all residents; and a monthly Scottsdale Independent newspaper mailed to 75,000 homes. In addition, our Scottsdale Independent website operates as a daily news organization, so information can always be published there as well.

Sincerely,

Melissa Rosequist

News Editor

623-321-4536

**From:** T.F. Thornton <tthornton@newszap.com>

**Sent:** Friday, February 08, 2019 1:03 PM

**To:** Melissa Rosequist <mrosequist@newszap.com>

**Subject:** FW: Introduction

Contact.

T.F. Thornton

Managing Editor

Independent Newsmedia Inc. USA

**From:** Peter Wingert <[pwingert@paradisevalleyaz.gov](mailto:pwingert@paradisevalleyaz.gov)>

**Sent:** Thursday, February 07, 2019 9:46 AM

**To:** T.F. Thornton <[tthornton@newszap.com](mailto:tthornton@newszap.com)>

**Cc:** Dennis Roehler <[droehler@susd.org](mailto:droehler@susd.org)>

**Subject:** Introduction

Terrance and Dennis,

Let this email be an introduction. Terrance is a writer and content manager for the Paradise Valley Independent & Scottsdale Independent. Dennis is the Facilities and Operations Director for the Scottsdale Unified School District.

With the Cherokee School renovation project starting, I thought it might be beneficial to introduce the two of you so you could discuss periodic updates to that project being published in the PVI and SI.

Thank you.

Best regards,

Peter Wingert

Chief of Police

Paradise Valley Police Department

6433 E. Lincoln Dr.

Paradise Valley, AZ 85253

[pwingert@paradisevalleyaz.gov](mailto:pwingert@paradisevalleyaz.gov)

(480)948-7418

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## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 9:47 PM  
**To:** John Kriekard  
**Subject:** KJZZ Story Link  
**Attachments:** image002.png; image004.png; image008.png; image006.png; image001.png; image005.png; image003.png; image007.png

KJZZ Story Link

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**From:** Mariana Dale <mdale@rioradio.org>  
**Sent:** Wednesday, February 13, 2019 12:53 PM  
**To:** Amy Bolton  
**Subject:** Re: Kriekard Contract

Here's a link to the story online: <http://kjzz.org/content/760788/scottsdale-district-taps-longtime-administrator-kriekard-lead-schools-superintendent>

Thank you!

On Mon, Feb 11, 2019 at 3:31 PM Amy Bolton <abolton@susd.org> wrote:

Mariana-

I have let Dr. Kriekard know and he anticipates providing comments to you. One thing on your public records request - there is no document responsive to this request because the Board has not offered anything.

Thanks and see you tomorrow.

Amy M. Bolton, MBA

Chief Marketing & Public Information Officer

Scottsdale Unified School District

8500 E. Jackrabbit Rd. Scottsdale, AZ 85250



desk (480) 484-6254

[abolton@susd.org](mailto:abolton@susd.org)

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**From:** Mariana Dale <[mdale@rioradio.org](mailto:mdale@rioradio.org)>

**Sent:** Monday, February 11, 2019 10:54 AM

**To:** Amy Bolton <[abolton@susd.org](mailto:abolton@susd.org)>

**Subject:** Kriekard Contract

Hi Amy,

Just wanted to give you a heads up that I plan on covering the Governing Board's decision tomorrow regarding approving a contract for Dr. Kriekard.

I'd like to try and snag a few minutes with him after the meeting concludes. If it's approved, I'd also like to see the contract as soon as possible after the meeting. I will preemptively file a records request online.



Thanks!

Mariana

## Mariana Dale

*Senior Field Correspondent*

KJZZ 91.5 FM | Arizona's **n p r** station

☎ 480-774-8237

[mdale@kjzz.org](mailto:mdale@kjzz.org)

On Twitter: [@mariana\\_dale](https://twitter.com/mariana_dale)



KJZZ wants to investigate **your questions** — big or small — from the Valley or across the state.

[Ask one here!](#)

## Mariana Dale

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## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 1:20 PM  
**To:** Michelle Marshall  
**Cc:** John Kriekard; Sandy Kravetz  
**Subject:** Re: AZ Central Article re Superintendent

Michelle,

Thank you. I will request a correction from the reporter about the cancellation. The faux interview is fair game- using your public comments as if they were made 1:1. It gives them the appearance of an interview without having to be there. We won't be able to do much about that.

I'll reach out now and ask for the correction. Thank you for bringing it to my attention.

Amy

On Wed, Feb 13, 2019 at 1:14 PM -0700, "Michelle Marshall" <[mmarshall@susd.org](mailto:mmarshall@susd.org)> wrote:

Amy,

Sandy alerted me to this article, which states that we "canceled" the MacPherson Jacobson contract, which the Board has not done:

<https://www.azcentral.com/story/news/local/scottsdale-education/2019/02/13/scottsdale-unified-school-district-finds-its-permanent-superintendent-john-kriekard/2850806002/>.

Do you recommend correcting the reporter on this point?

Also, although it sounds like she interviewed me, she did not. She seems to have taken that part from what I said at the study session last week.

Thanks,



Michelle G. Marshall | General Counsel  
Scottsdale Unified School District  
8500 E. Jackrabbit Rd., Scottsdale, AZ 85250  
tel (480) 484-6250 | fax (480) 484-6237

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## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Thursday, February 14, 2019 2:11 PM  
**To:** Steve Nance  
**Cc:** John Kriekard  
**Subject:** FW: Reservation Blues -- azcentral question  
**Attachments:** 2019 AP Lit. Spring Research Project Mayorga.pdf

Dr. Nance-  
Please advise of a response.  
Thank you.



**Amy M. Bolton, MBA**  
**Chief Marketing & Public Information Officer**  
Scottsdale Unified School District  
8500 E. Jackrabbit Rd. Scottsdale, AZ 85250  
desk (480) 484-6254  
[abolton@susd.org](mailto:abolton@susd.org)

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**From:** Altavena, Lily <LAltavena@arizonarepublic.com>  
**Sent:** Thursday, February 14, 2019 12:46 PM  
**To:** Amy Bolton <abolton@susd.org>  
**Subject:** Reservation Blues -- azcentral question

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<https://www.npr.org/2018/03/05/589909379/it-just-felt-very-wrong-sherman-alexies-accusers-go-on-the-record>

Thanks,  
Lily Altavena  
Reporter

**azcentral.**  
azcentral | The Arizona Republic

PART OF THE USA TODAY NETWORK  
Office: 602.444.8927  
Mobile: 602.526.0186  
[Lily.Altavena@ArizonaRepublic.com](mailto:Lily.Altavena@ArizonaRepublic.com)

**Topic: Other Cultures / Other Voices**  
**English IV AP/ Spring 2019**

**Second Semester Research Project/ Reading List and Assignment Sheet**

**Book Contract Due Date:** \_\_\_\_\_

**Final Draft Due Date:** \_\_\_\_\_ **Rough Draft Due Date:** \_\_\_\_\_

When reading works representing cultures other than our own, it is imperative to ask the following question: **What is the author's message about being Black/Native American/Latino/Asian/Arab/Indian in the predominately white culture of the United States?** (In other words, what is the author's purpose and how do you know?) It is also important to recognize that members of other cultures suffer from the human condition just as we (as Americans) do and that while there are many cultural variations, we have more commonalities than we have differences. How does this message come through using literature/fiction?

If you do not wish to write on the above topic, here is an alternative topic.

Alternative Topic #1:

Americans, unhappily, have the most remarkable ability to alchemize all bitter truths into an innocuous, but piquant, confection and to transform their moral contradictions, or public discussion of such contradictions, into ... proud decoration[s], such as are given for heroism on the battlefield. (James Baldwin)

Explain Baldwin's criticism of American culture, the way it treats minority cultures, and the way it copes with moral contradictions related to race, ethnicity or religion. **Show the way that Baldwin's criticism is validated in the novels you read and in today's society.**

**Requirements:**

1. APA Format
2. Provide a Works Cited page (APA format) with a **minimum** of seven sources (four books and three **current** articles)
3. Correctly cite each of the works a **minimum** of two times (**fourteen citations**).
4. Thoroughly evaluate your supporting sources.
5. Minimum/maximum length (7-9 pages of 12-point, double-spaced type, plus Reference Page, Outline, and Abstract)

**Class Reading (required):** *The Fire Next Time* by James Baldwin

**Class Novel (required):** *Reservation Blues* by Sherman Alexie

**Outside Reading:** (Choose a minimum of two books, each from a different cultural groups and other than Native American. If you wish, you may read a third book from the culture not previously chosen or from Native American culture.

**NOTE: You may not read/use a book previously assigned in an AHS English course and your books must be college reading level:**

**Topic: Other Cultures / Other Voices**  
**English IV AP/ Spring 2019**

**Black Voices:**

James Baldwin	<i>Another Country or Go Tell It on the Mountain</i>
Ralph Ellison	<i>Invisible Man</i>
Zora Neale Hurston	<i>Their Eyes Were Watching God</i>
Toni Morrison	<i>Beloved or The Bluest Eye</i>
Richard Wright	<i>Native Son</i>
Kate Stockett	<i>The Help</i>
Alice Walker	<i>The Color Purple</i>
Ta-Nehisi Coates	<i>Between the World and Me</i>

**Latino Voices:**

Alvarez, Julia	<i>Saving the World: A Novel</i>
Anaya, Rudolpho	<i>Bless Me Ultima</i>
Baca, Jimmy Santiago	<i>Healing Earthquake: a love story in poems</i>
Castillo, Ana	<i>So Far from God: a novel or Watercolor Women, Opaque Men: a novel in verse</i>
Rodriguez, Richard	<i>Hunger for Memory: the Education of Richard Rodriguez, an autobiography</i>
Soto, Gary	<i>Amnesia in a Republican County: a novel</i>
Jimenez, Francisco	<i>The Circuit &amp; Breaking Through (must read both)</i>
Sanchez, Erika	<i>I Am Not Your Perfect Mexican Daughter</i>

**Other Voices:**

Khaled Hosseini	<i>The Kite Runner</i>
Cao, Lan	<i>Monkey Bridge, The Lotus and the Storm</i>
Kogawa, Joy	<i>Obasan</i>
Lee, Chang-Rae	<i>Native Speaker</i>
Mukherjee, Bharti	<i>Jasmine</i>
Okada, John	<i>No-No Boy</i>
Tan, Amy	<i>The Joy Luck Club, The Bonesetter's Daughter</i>
Jhumpa Lahiri	<i>The Namesake, Interpreter of Maladies</i>

**Native American Voices:**

Alexie, Sherman	<i>The Lone Ranger and Tonto Fistfight in Heaven</i>
Bruchac, Joseph	<i>The Light from Another Country: Poetry from American Prisons</i>
Erdich, Louise	<i>Love Medicine: A Novel</i>
Momaday, Scott	<i>The Way to Rainy Mountain</i>
Silko, Leslie	<i>Almanac of the Dead: A Novel or Gardens in the Dunes: A Novel</i>

## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 1:16 PM  
**To:** John Kriekard  
**Subject:** Social Media Growth  
**Attachments:** IMG\_1811.jpg; ATT00001.txt

Dr. Kriekard,

I am so grateful that we can move forward another year with you leading us! Congratulations on your contract renewal!

Another piece of good news to share with is a quick dashboard report on social media (image attaches). Our approach to evolving into a modern digital content marketing strategy is working and our district Facebook is growing.

From 1/15 - 2/1 - we reached 6,400 people with carefully crafted messages to enhance the district's reputation and encourage enrollment. 5,000 people engaged with our content (the true measure of success) meaning they took an action to share it with a friend, like it, or reply to it. That's a whopping 168% increase from before. I had publicly committed to 10% growth. On top of that, we added 25 subscribers. After staff time and a \$500 per year software investment, this digital marketing and advertising cost the district \$0.

These numbers not only give you outside measure of this aspect of our digital marketing, interpreted, they mean we are sharing meaningful information that the audience wants, likes and shares. This is way beyond my expectations!

Thank you,  
Amy B.





# Your Page Insights Summary for Scottsdale Unified School District

January 15 - February 11

**6.4K**

Post Reach

+50%

**5.0K**

Post  
Engagements

+168%

**25**

New Page  
Likes

+25%

Trends compare the current and previous 28-day periods.

## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 4:23 PM  
**To:** Alexis Cruz-Freeman; John Kriekard; Ibi Haghighat  
**Cc:** Amy Bolton; Ashley Wallinger; Joseph Manna; Nancy Norman; Ranae Kauffman; Victor Bobbett  
**Subject:** Pima Dedication Publicity Recap  
**Attachments:** VMB\_2666 EDIT.jpg; DJI\_0979 EDIT.jpg; Pima Traditional Dedication\_02\_14\_2019.pdf; Dedication Ceremony Fact Sheet\_2019\_02\_13.pdf; Dedication Ceremony Fact Sheet\_2019\_02\_13.docx

Hello Dr. Kriekard, Dr. Haghighat and Alexis.

I wanted to share a quick recap of the ways in which the communication team has been promoting the dedication of Pima! I am certain there will be more coverage after the event, but here is what we have accomplished so far:

- **Media Advisory:** Nancy invited the media to cover the event through this [media advisory](#) (attached)
- **Newspaper Article:** The dedication is [in the news](#)!
- **Nextdoor:** [We invited 2590 households](#) in the surrounding neighborhood to the event on 2/14 via Nextdoor
- **Photography:** Victor has captured drone and ground-level images of the site (two are attached) and our team will capture some photography at the dedication
- **Fact Sheet:** Attached is a fact sheet to hand out at this evening's ceremony on the features of the facility. Reporters will appreciate this! *We will print 100 color copies for you!*
- **Bond Web Page:** We have been updating the [Pima bond project web page](#)
- **Community Connection:** This was sent in the [January 2019 edition](#) to 22,817 community members and employee email addresses

Below is what these marketing pieces look like and click on any of the links above for to get directly to the content.

We hope for a very successful event tomorrow!

- The Communications Team: Ashley, Joe, Nancy, Ranae, Victor, Amy

---

## Nextdoor Post – 2,590 Neighboring Households

## Pima

You are invited! Help us dedicate the newly-renovated campus for Pima Traditional School, tomorrow, Feb. 14 at 10 am at 8330 E. Osborn Road. We will have a ribbon cutting ceremony with remarks from Scottsdale Unified School District Superintendent Dr. John Kriekard as well as Governing Board President Mrs. Patty See more...



### Dedication Ceremony


Dedication Ceremony Thursday, February 14th, 2019 @ 10:00am


SUSD.ORG

## District Website Announcement


[SUSD HOME](#) [SINGLE SIGN ON](#) [44 SCHOOLS](#)

[DIRECTORY](#) [Select Language](#)


 [ABOUT](#) [ACADEMICS](#) [DEPARTMENTS](#) [ENROLLMENT](#) [PROGRAMS](#) [SERVICES](#) [SCHOOLS](#) [Q](#)











**PIMA TRADITIONAL SCHOOL DEDICATION CEREMONY**  
THURSDAY, FEBRUARY 14 AT 10:00 AM



**Scottsdale Unified School District**  
Saguaro's six-time state champion football team received this year's Parada STAR award, handed out by Scottsdale Mayor Jim Lane after the Parada del Sol parade. Congrats, Sabercats!



[SAFETY](#)  
[CALENDAR](#)  
[CAREERS](#)  
[SCHOOLS](#)  
[TAX CREDIT](#)

 [INFORMATION BACKPACK](#)  
 [ENROLLMENT INFORMATION](#)  
 [ONLINE PAYMENTS](#)  
 [BUS ROUTE INFORMATION](#)  
 [BOND & OVERRIDE INFORMATION](#)  
 [SUSD CAREERS](#)  
 [PARENTVUE STUDENTVUE](#)  
 [TEACHER DIGITAL FLYERS](#)

[District Announcements](#) [District Calendar](#)

**Popular Links**  
[Board & Capital Override](#)  
[Calendar](#)  
[Governing Board](#)  
[Governing Board Documents](#)  
[Governing Board Policies](#)  
[Job Postings](#)

Facebook: Pima = 206 Followers, District = 3,105 Followers



Pima Traditional School SUSD

Published by SocialPilot 17 - 8 hrs · 🌐

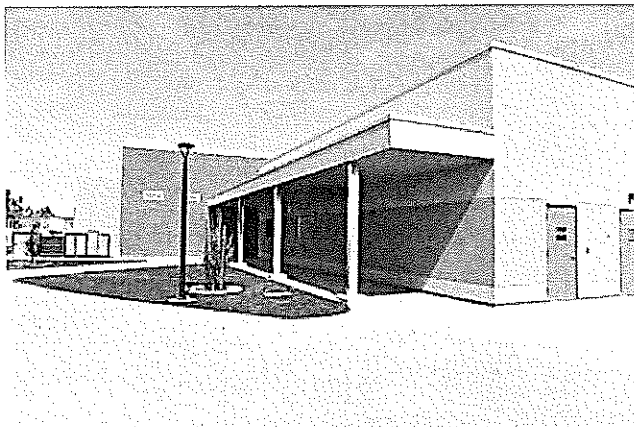
Join us tomorrow at 10 am at Pima Traditional School (8330 E. Osborn Road) for the campus dedication ceremony! <http://bit.ly/2Gx0KcG>



Pima Traditional School SUSD

Published by SocialPilot 17 - February 7 at 5:32 PM · 🌐

You're invited to the dedication ceremony for the new Pima campus! Join us Thursday, February 14 at 10 am at Pima Traditional School (8330 E. Osborn Road) for this special occasion. <http://bit.ly/2Gx0KcG>



Scottsdale Unified School District

Published by SocialPilot 17 - 8 hrs · 🌐

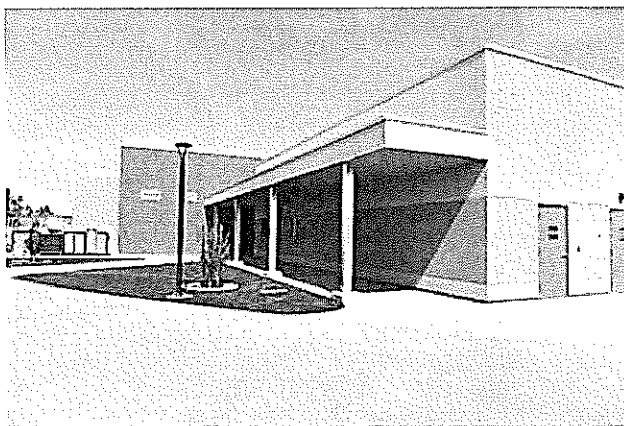
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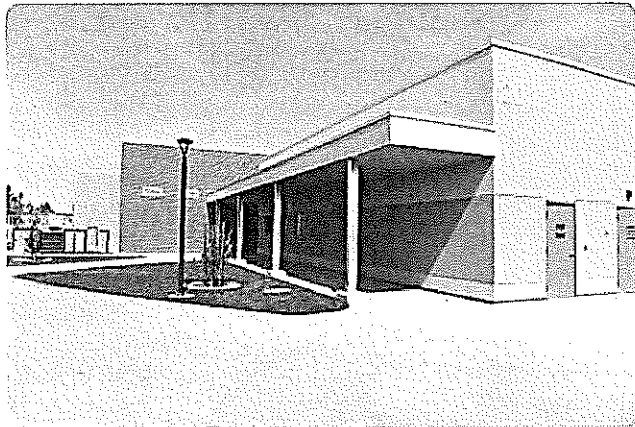


**Twitter: Pima = 314 Followers, District = 4,941 Followers**



**Scottsdale Unified School District** @ScottsdaleUSD · Feb 7

You're invited to the dedication ceremony for the new Pima Traditional School campus! Join us Thursday, February 14 at 10 am at Pima Traditional School (8330 E. Osborn Road) for this special occasion, [bit.ly/2Gx0KcG](https://bit.ly/2Gx0KcG)



**Scottsdale Unified School District** @ScottsdaleUSD · 7h

Join us tomorrow at 10 am at Pima Traditional School (8330 E. Osborn Road) for the campus dedication ceremony! [bit.ly/2Gx0KcG](https://bit.ly/2Gx0KcG)





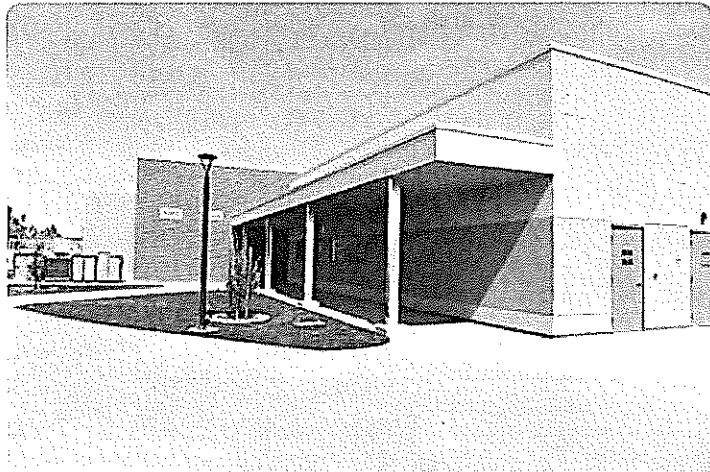
**Pima Traditional School** @PimaSUSD · 8h

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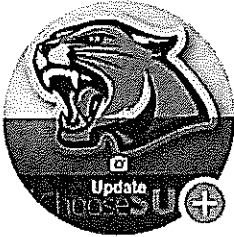
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## Social Media Branding

We Updated the Facebook and Twitter Profile Photos with New Photography



Pima Traditional  
School SUSD  
@PimaSUSD

Home  
About  
Photos



Like Follow Share

+ Add a Button

**Pima Traditional School**  
@PimaSUSD

Tweets Following Followers Likes Lists Moments  
131 346 14 1 1

**Tweets**

Pima Traditional School @PimaSUSD  
Join us tomorrow at 10 am at Pima Traditional School (8330 E. Osborn Road) for the campus dedication ceremony!

**Your Tweet activity**  
Your Tweets earned 1,375 Impressions over the last week

See you tomorrow!

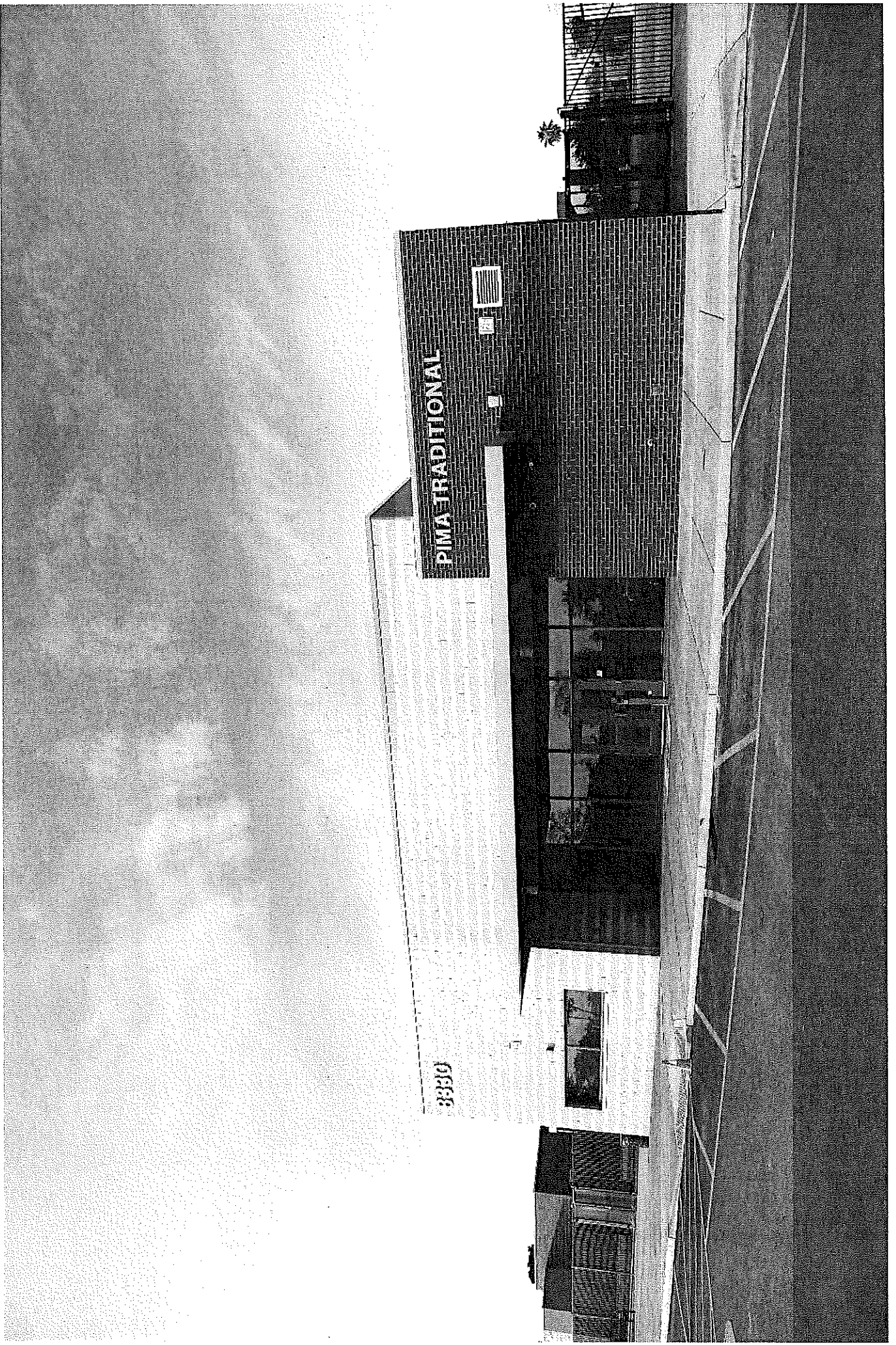


**Amy M. Bolton, MBA**  
**Chief Marketing & Public Information Officer**  
Scottsdale Unified School District  
8500 E. Jackrabbit Rd. Scottsdale, AZ 85250  
desk (480) 484-6254  
[abolton@susd.org](mailto:abolton@susd.org)

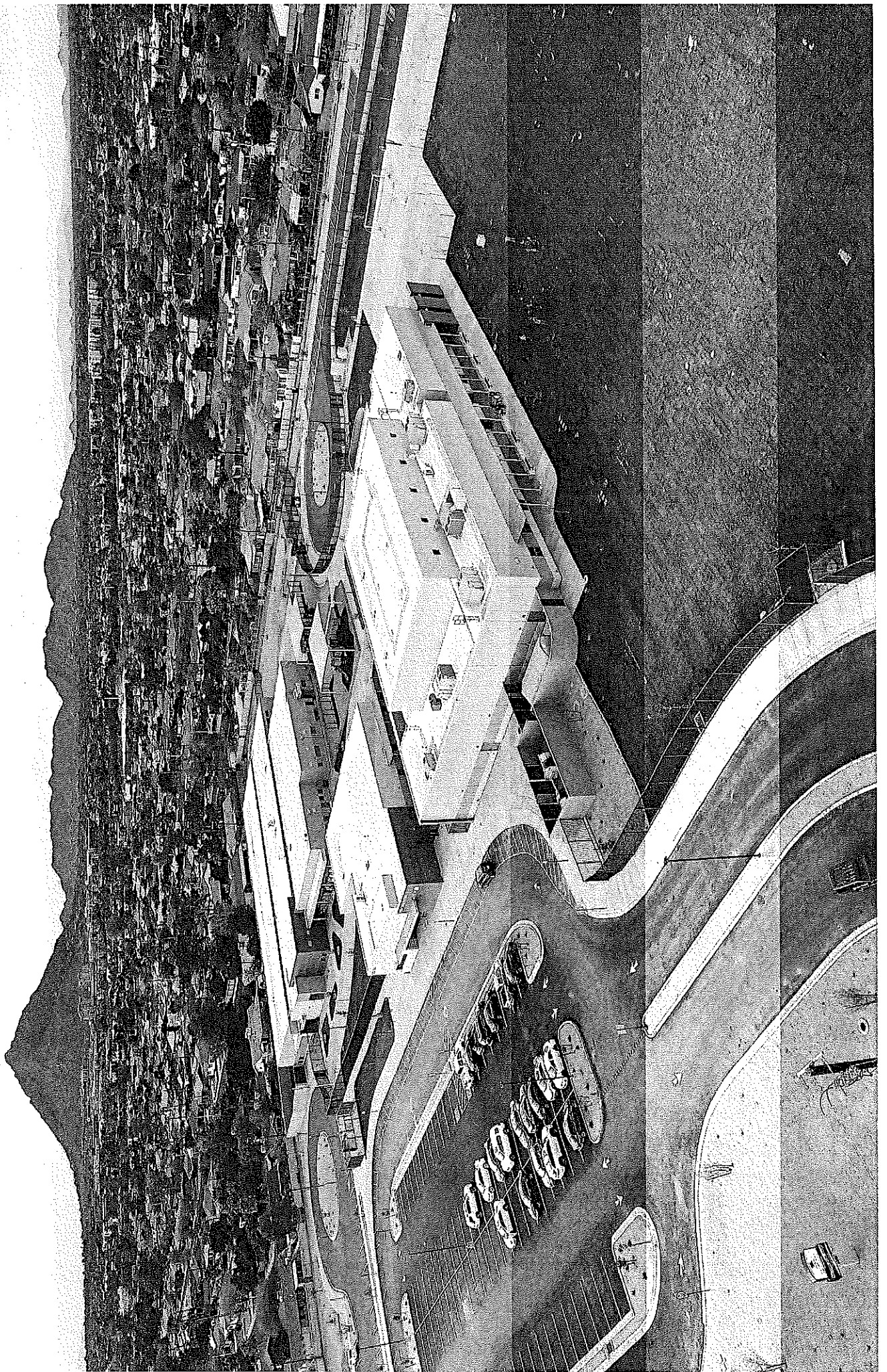
[Website](#) | [Map](#)













## Scottsdale *Unified* School District

*Ensuring All Individual Learners Reach Their Full Potential*

District Office  
8500 E. Jackrabbit Road  
Scottsdale, AZ 85250

Telephone: (480) 484-6100  
Website: [www.susd.org](http://www.susd.org)

For Immediate Release  
Contact: Amy Bolton, Mobile: (480) 389-9033

### ***Pima Traditional Dedicates New School Feb. 14***

**WHAT:** "My Heart Belongs to Pima!": Dedication of Pima Traditional School's new campus

**WHO:** Pima Traditional School students, parents, neighbors, teachers and staff gather to celebrate the completion of the Pima rebuild project

**WHEN:** 10 a.m., Thursday, Feb. 14, 2019

**WHERE:** Gymnasium, Pima Traditional School, 8330 E. Osborn Rd., Scottsdale

**ADDITIONAL INFO:** The ceremony will feature remarks from Scottsdale Unified School District (SUSD) Supt. Dr. John Kriekard; SUSD Governing Board president Patty Beckman; CORE Construction president Todd Steffen; former Pima principal and current SUSD Assistant Supt. Dr. Steve Nance; current principal Alexis Cruz-Freeman; and Pima Student Council president and fifth grade student Dario LoBianco.

The Pima project began in December 2017 and was completed in January 2019. An estimated \$17.9 million in 2016 voter-approved bond funds paid for the project.

**MEDIA CONTACT:** For more information, contact SUSD PIO Amy Bolton at (480) 389-9033 or [abolton@susd.org](mailto:abolton@susd.org).

###

### **About the Scottsdale Unified School District**

With more than 23,000 students in 29 schools, the Scottsdale Unified School District (SUSD) has been a premier choice for Pre-K through grade 12 public education for more than 120 years. Located northeast of metropolitan Phoenix, the District serves the educational needs of students and families in Phoenix, Paradise Valley, Fountain Hills, Tempe and Scottsdale. A highly experienced, professionally certified teaching staff fosters a diverse and rigorous educational environment to develop the potential in every individual learner. Offering gifted learning, special education, career and technical education, and a variety of athletics, arts and enrichment programs and clubs, SUSD provides the rich environment today's students need to explore their interests, develop important social skills and grow into tomorrow's leaders. For more information, visit [www.susd.org](http://www.susd.org) and follow along on social media: **Facebook:** @ScottsdaleUSD, **Twitter:** @ScottsdaleUSD, **Instagram:** @ScottsdaleUnifiedSD, **Nextdoor,** **LinkedIn** and **YouTube**.



# Pima Traditional School Dedication Ceremony

February 14, 2019

Current Enrollment: 514: 53 Pre-K | 461 K - 5



## Facts About Pima's Rebuild

- **Site Size:** 20.5 acre lot
- **Fun Fact:** Fields east of the school did not have to be moved making this project less complex
- **History:** Opened in fall of 1959 as a K-8 school, Pima was converted to a K-6 school in 1986
- **Renovation Dates:** 1961, 1964, 1971, 2002
- **Rebuild History:** On Mar. 21, 2017, the Scottsdale Unified School District Governing Board chose Pima to be rebuilt with 2016 voter-approved bond funds.
- **Students First:** Since the Pima project required reconfiguration, construction was phased so that students could remain on campus throughout the 13-month construction process.
- **Cost:** \$17,954,865 million in contracts awarded
- **Interior Square Footage:** The project included 3 buildings with 72,387 square feet, increasing the school's interior by 2,280 square feet
- **Project Timeline:**
  - Dec. 2017: Construction fences installed
  - Aug. 2018: Classroom building opened
  - Jan. 2019: Combined administration and gymnasium/cafeteria/music building opened

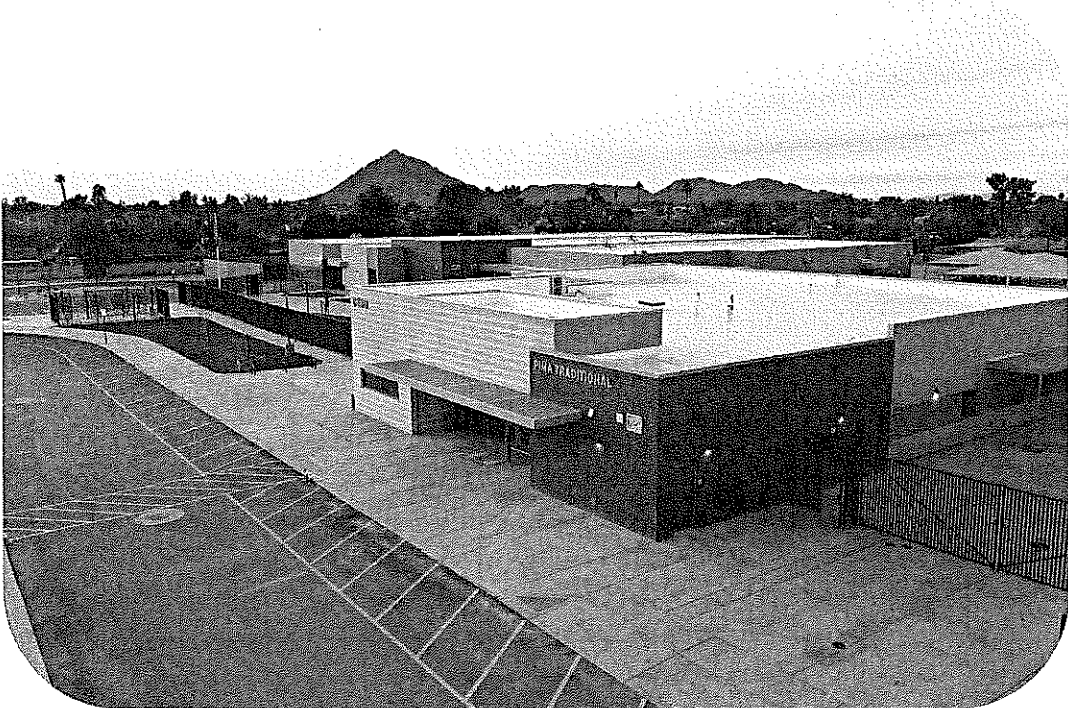
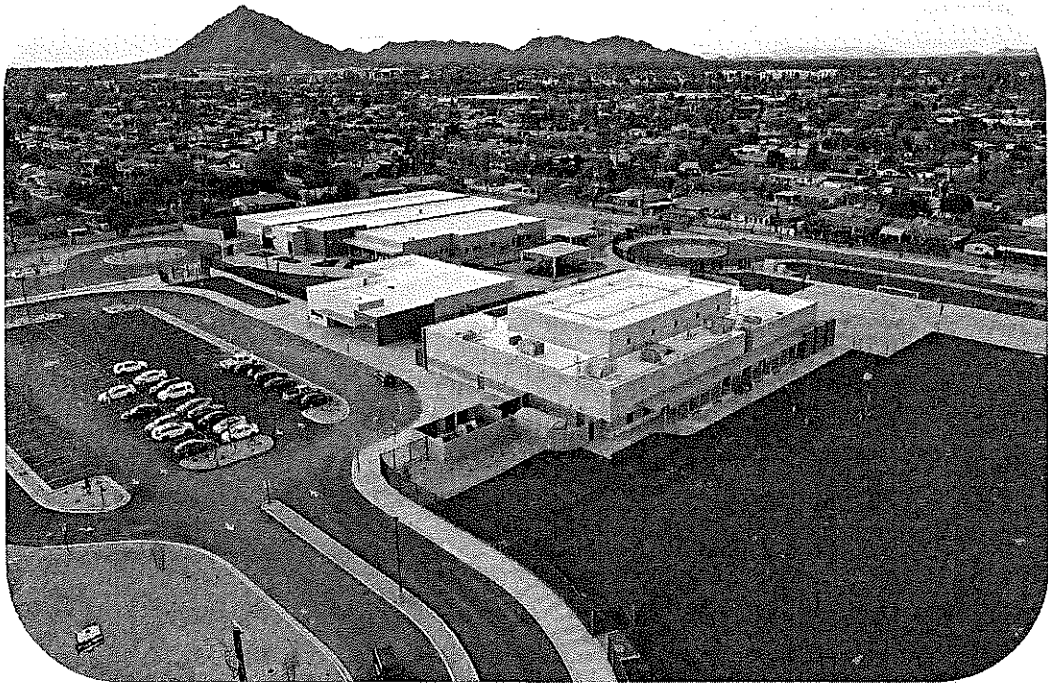
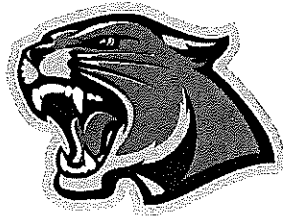
## New Features Include:

- Art display boards in hallways
- Covered, outdoor learning spaces
- Dedicated cafeteria space
- Dedicated gymnasium space
- Improved security, with new lockdown equipment and notification system
- Kindergarten/Pre-K-only drop-off/pick-up area
- Re-designed traffic patterns relieve neighborhood congestion by dividing traffic between two Osborn Road entrances
- Smart Boards in all classrooms
- Staff parking and buses have a new north entrance where Granite Reef ends
- Student and teacher collaboration areas

## Traditional School Facts:

- Pima's formal transition to a traditional school happened in 2018-2019 although many hallmark characteristics of a traditional school were already in place
- Defining characteristics of a traditional school include the Saxon Math and Spalding Reading curricula, standard classroom set-up (desks in a row), and teacher-directed instruction

Hopi Elementary School  
5110 E. Lafayette Boulevard | Phoenix, AZ 85018  
(480) 484-2000 | [susd.org/hopi](http://susd.org/hopi)



Pima Traditional School  
8330 E. Osborn Road | Scottsdale, AZ 85251  
(480) 484-2800 | [susd.org/pima](http://susd.org/pima)





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February 14, 2019

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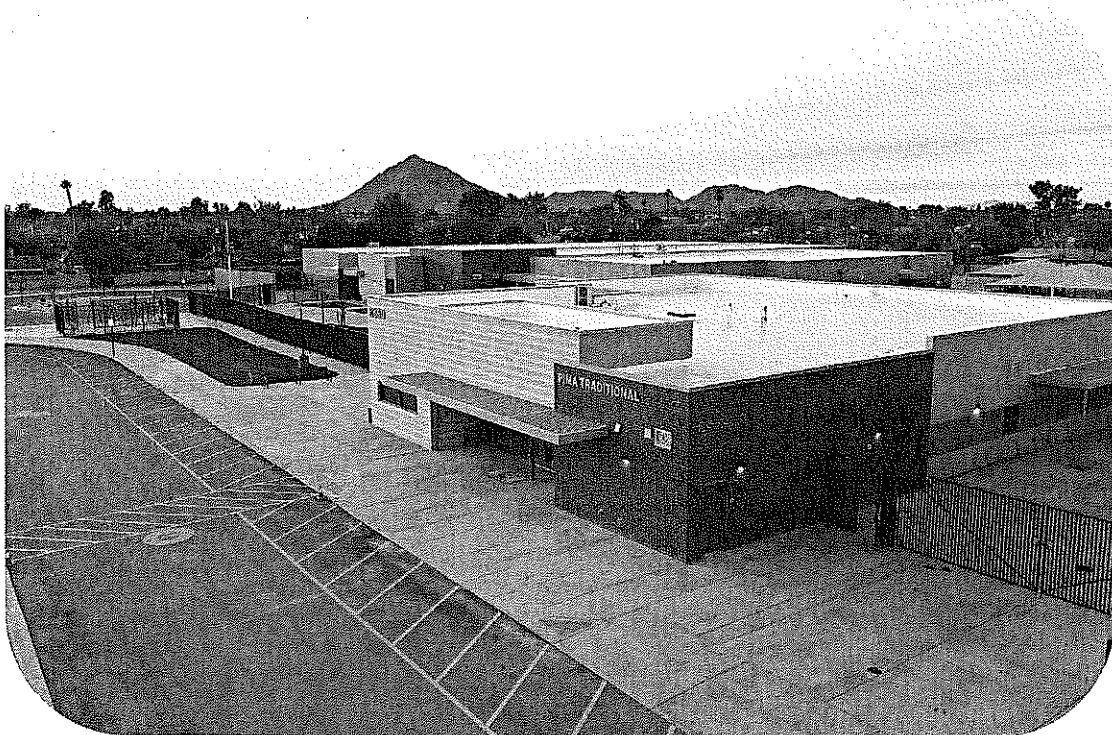
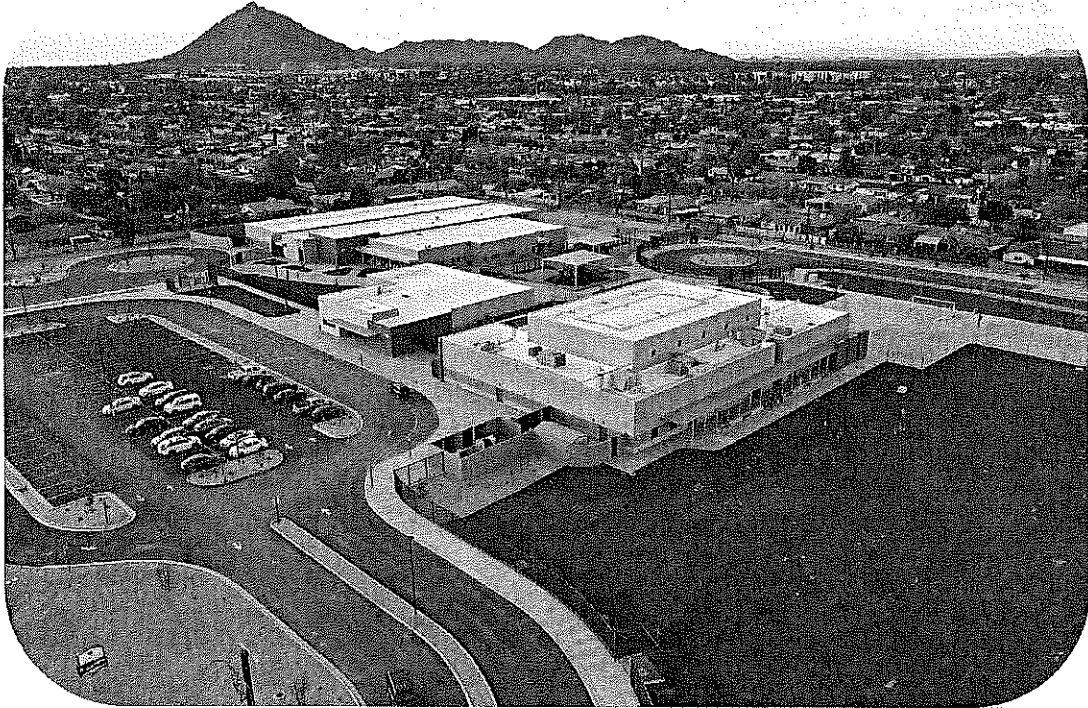
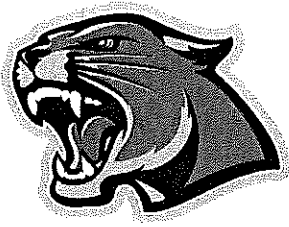
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(480) 484-2800 | [susd.org/pima](http://susd.org/pima)

## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 12:45 PM  
**To:** Nathan Slater; Executive Leadership; pbilbrey@susd.org; mwong@susd.org; droehler@susd.org; dybarra@susd.org; nnorman@susd.org; afuller@susd.org; srednor@susd.org; dspaulding@susd.org; mrehsberg@susd.org; schestnut@susd.org; cbochna@susd.org; bwagner@susd.org; aeveleth@susd.org; Amy Bolton; mondopadsup@susd.org; msackos@susd.org; mmarshall@susd.org; snance@susd.org; jkriekard@susd.org; jgadd@susd.org; ihaghighat@susd.org; jbowman@susd.org; Amy Bolton  
**Cc:** Brandon Larson; Amy Palatucci; Barbara Collinge  
**Subject:** RE: Coronado Boys Soccer

We will blast this on social media!  
Great job!



**Amy M. Bolton, MBA**  
**Chief Marketing & Public Information Officer**  
Scottsdale Unified School District  
8500 E. Jackrabbit Rd. Scottsdale, AZ 85250  
desk (480) 484-6254  
[abolton@susd.org](mailto:abolton@susd.org)

[Website](#) | [Map](#)

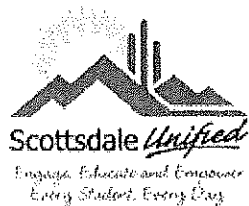


**From:** Nathan Slater <nslater@susd.org>  
**Sent:** Wednesday, February 13, 2019 12:04 PM  
**To:** Executive Leadership <executiveleadership@susd.org>  
**Cc:** Brandon Larson <blarson@susd.org>; Amy Palatucci <APalatucci@susd.org>; Barbara Collinge <bcollinge@susd.org>  
**Subject:** Coronado Boys Soccer

Good afternoon SUSD Leaders,

Last night the Coronado Dons beat Veritas 8-0 in boys soccer to advance to the State Championship. The game will be this Friday at 5pm at Williams Field High School vs. Northwest Christian. In the tournament they have outscored their 3 opponents 19-3. Hope you are able to come root the team on. Go Dons!

Respectfully,



**Nathan Slater** | District Athletic Director  
**Scottsdale Unified School District**  
Character, Respect, and Sportsmanship  
8500 East Jackrabbit Road  
Scottsdale, Arizona. 85250  
tel (480) 484-5016

[Website](#) | [Map](#) | [Advertising](#) | [SUSD Magazine](#)





## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 7:47 PM  
**To:** John Kriekard  
**Subject:** Re: Social Media Growth

Dr. Kriekard,

That would be great. I talked with my folks yesterday and we brainstormed some ways to share more information and providing you with an update to the board was one thing we thought could be helpful. Thank you for sharing it!

Amy B

On Wed, Feb 13, 2019 at 7:10 PM -0700, "John Kriekard" <jkriekard@susd.org> wrote:

Wow! That is amazing! Great job. I am going to share this with the Board in my memo. OK?  
John

---

**From:** Amy Bolton  
**Sent:** Wednesday, February 13, 2019 1:16 PM  
**To:** John Kriekard  
**Subject:** Social Media Growth

Dr. Kriekard,

I am so grateful that we can move forward another year with you leading us!  
Congratulations on your contract renewal!

Another piece of good news to share with is a quick dashboard report on social media (image attaches). Our approach to evolving into a modern digital content marketing strategy is working and our district Facebook is growing.

From 1/15 - 2/1 - we reached 6,400 people with carefully crafted messages to enhance the district's reputation and encourage enrollment. 5,000 people engaged with our content (the true measure of success) meaning they took an action to share it with a friend, like it, or rely to it. That's a whopping 168% increase from before. I had publicly committed to 10% growth. On top of that, we added 25 subscribers. After staff time and a \$500 per year software investment, this digital marketing and advertising cost the district \$0.

These numbers not only give you outside measure of this aspect of our digital marketing, interpreted, they mean we are sharing meaningful information that the audience wants, likes and shares. This is way beyond my expectations!

Thank you,  
Amy B.

## Louise Quezada

---

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 8:56 PM  
**To:** John Kriekard  
**Subject:** Re: SAA Update

Dr. Kriekard,

I've been thinking a lot about what the next year holds and am so optimistic with the renewal of your contract.

However, this email brings to the surface some interesting perspectives. Maybe SUSD just isn't the place for me. I really don't want to work in this type of environment which is quite hostile.

I can tell you I've been working every night until 7 or 8 pm and every weekend, all through the winter break. I've pushed my staff to the limit working at rally fast clip that they aren't used to and we still aren't meeting expectations. I felt we were making some headway but apparently that was off the mark.

I could address each of these items under the Marketing/Amy is rude heading but the "rumor" here isn't correct. Moreover, key staff members are gossiping about my private life and my intelligence which I find completely unprofessional and totally unacceptable. This isn't the type of environment I want to work in.

What I think it comes down to is your direction. If the district doesn't want or need growth or modernization- I think I'm the wrong person for this job and I will gladly step aside. I'm doing what I think is right to keep the district thriving, growing and raise its reputation and I thought I had support, but what I'm reading here and experiencing is hostility.

The pressure from competition, the district's tarnished reputation and years of declining enrollment aren't situations I created. I'm here to fix them with a customized plan I know the district needs but I thought was wanted and supported. I can certainly put my skills to use elsewhere if the Principals feel they can get better service without me.

For the record,

1. I never said a banner at Anasazi would not work. I've never even been to Anasazi and I've never had a conversation that I can recall about this. Nancy contacted the city to ask if we could install signage in the city's right of way and they said no. I was not involved in those conversations at all and my view is if Anasazi wants a banner, they can go to the print shop today and print as many as they can afford. I do not control who has a banner and who doesn't and I've never asked to. That simply isn't on my agenda and it never will be.
2. We are working with an external vendor to help handle the volume of requests and she did spell several principals names wrong on drafts items we are iterating and I provided her with a listing of names on Monday. This isn't a slight, it's part of the process to draft and improve marketing materials as you create them. And in all honesty, I've never been told it was incorrect or else I would have personally seen to the correction.
3. The feeder pattern graphic was something Victor created with Sondra I believe at your request. It had been active out on the website for months. It was brought to my attention yesterday and I immediately asked Victor to correct it and he was doing so as I left for the Board meeting. I'll have to check and see if it's been updated online.
4. The Scottsdale Independent receives the same information, access, and opportunity every other media outlet receives. I don't treat anyone different in this regard. A perfect example is last evening, you saw 3 reporters ask you for comment and the SI reporter Melissa told me via email today she went home early because she was tired. That isn't anything to do with me. Their choice to publish or not publish stories is theirs. No PIO worth their salt would ever guarantee you media coverage because we know we don't own the paper! And the reason that SUSD has a reputation

problem is because in the past your PIOs relied too heavily on reporters as their method for publicity meaning you're subject to their opinion of who you are. I will forward you my emails to Melissa today. If Melissa is frustrated, I feel it's because she isn't getting the stories the other papers are because those reporters are putting in the time and effort at meetings and getting firsthand access. I spoke with the editor about this and they agreed to have someone staff our meetings. Melissa left early and missed your comments so if she didn't get the story she wanted, it was by her own choosing. I can't write the newspaper, that is her job.

5. Some departments may be feeling frustration because we have shifted our workflow toward digital marketing. They are used to walking in and getting a postcard or brochure. Under that model, there was NO strategy, no direction, no measurement of success and no goal alignment. That was a free for all system. The bottom line is I don't write curriculum or I don't run a school, I respect my colleagues enough to trust their skills and allow them to run their programs. I am not being afforded the same respect or professional courtesy. These Principals don't have marketing degrees but they are sabotaging the person who does have a vision, a plan and the expertise.

I think we should talk about how this email should be addressed. I'm fully prepared for tomorrow to be my last day if you think that's what is best for SUSd and the students.

Have a good evening.  
Amy

On Wed, Feb 13, 2019 at 7:36 PM -0700, "John Kriekard" <[jkriekard@susd.org](mailto:jkriekard@susd.org)> wrote:

I received this from Chris Asmussen and requested a meeting where we could address their concerns. I would like to talk about these issues and how we work together to get the principals to understand what we have been through before we meet with them. I feel they expected miracles with rainbows and unicorns. A little reality check is in order.

John

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**From:** Chris Asmussen  
**Sent:** Wednesday, February 13, 2019 12:36 PM  
**To:** John Kriekard  
**Cc:** Grace Stombres  
**Subject:** SAA Update

Good morning Dr. Kriekard, (I left it as good morning, because it has taken this long to send! And, in all honesty, we made sure that this communication was approved by the Exec Board and was one voice – not Grace & Chris)

First, congratulations on your appointment as SUSd's Superintendent. We're grateful for your stable leadership.

Here is the news from the water cooler last night. We had a good showing at the SAA Executive Board meeting with 9 principals, but representation from 11 schools. These 11 folks had also reached out to those they represent – and brought their information, thoughts and concerns with them.

It was shared that after the Administrator meeting, the mentors/mentee meeting conversation bubbled up some of the same concerns that were expressed at our meeting. Ibi should be able to provide you with the rundown of that meeting – if she hasn't already.

Three significant areas of concern were discussed last night. SAA talked about hosting a solutions based meeting, and inviting building leaders to discuss. Sentiment was shared that SAA should host this meeting with or without District leadership. Grace and I would like nothing more than for this to be a collaborative meeting. We plan to move forward and set a date in the near future inviting site leaders to participate in focused discussion groups – brainstorming for solutions and support.

#### Area 1: Staffing and HR / Sub shortage

We know that this is a new process. Concerns are raised over an unclear system. Sites don't yet know if requests for additional staffing are approved – surplus and vacancies are soft at this time – sites appear to have staff being assigned to them with no input – transfer process is a bit unclear (we understand that teachers cannot place themselves on the unassigned list, yet as you stated, IF there is a teacher who would prefer to be at another site it is in everyone's best interest to see if that can be done. We also understand that it is a bit of a trick to fill vacancies with surplused staff simultaneously with transfers – which is why communication with the site is important, and why placing staff without talking to site leaders is problematic). Prior to Birdwell, we gathered as a site leaders and went through the list of surplused teachers with SEA and teacher reps. It was a respectful and transparent way to ensure that staff were placed. The past 3 years have been rocky. We are worried about how this will play out ... and when contracts will go out. On a similar vein, sites are curious to AP/Dean allocations. Further, site leaders were hopeful that we could sit as a district to discuss AP/Dean roles and site assignments. The AP Salary study did not entertain this discussion. Folks are worried that if contracts and assignment don't come out soon, current staff will look elsewhere.

Sub shortages continue to be an issue, even with permanent subs assigned to sites. Direction from HR on a system to use for this group would have been preferred. Subs showed up to campuses without guidance. Each learning community seems to be coming up with their own plans and we're not uniform across the district. DMHS lost one before the 1<sup>st</sup> day of implementation. One was assigned to middle and elementary schools and expected to be at high schools only. This week, Kiva was down 3 teachers and 2 paras on the same day. Sites are playing the sub shuffle and it's wearing on teachers. Word is out that elementary teachers don't get paid for covering, yet middle and high school teachers do. Some brainstorming in this area could help.

#### Area 2: Marketing

Frustration was clearly felt and this was a very hot button. The department (Amy) is seen as unhelpful and rude. Sites are providing Amy with information multiple times and feel it is falling on deaf ears. IE: a banner at Anasazi won't work – as no one drives by the school. Jen's name has been misspelled several times. They printed that Anasazi feeds Desert Canyon. Sequoya has been asking for web page help for months. Rumor has it the Scottsdale Independent has reached out to run stories to promote SUSD but won't anymore as they are directed to websites, and other district departments are equally frustrated.

Site leaders are all operating independently and coming up with their own plan, and no one went to university to market ... they have degrees in educational leadership. Appears to be a lot of finger pointing to whose job it is ... schools on a plan to increase enrollment are not feeling supported.

This is where Ibi may be able to provide you with additional information.

#### Area 3: Special Ed.

Most folks we talked to sigh and say "I'm too frustrated to talk about it." We shared this with you last month, the information remains the same.

Final thoughts from last night's meeting: There are a lot of important things for us to talk about. But, right now we need to be talking about items that are urgent; staffing, special education, and marketing all appear to have a higher level of urgency.

How can SAA help you? Some of your site leaders are really frustrated.

SAA is planning on inviting site leaders to a working dinner on February 28<sup>th</sup> from 4:30 to 6 PM. Again, we would love for those that oversee these departments to join us in collaboration.

Chris Asmussen  
Principal  
Mohave Middle School  
8490 E. Jackrabbit Road  
Scottsdale, AZ 85250  
(480) 484 – 5210

## Louise Quezada

**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, February 13, 2019 2:45 PM  
**To:** John Kriekard  
**Subject:** Front Page News!

Dr K.-

FYI you are our front page news today on the District Website...



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**Scottsdale Unified School District**  
Dr. John Kriekard will serve as SUSD superintendent for the 2019-2020 school year, after the Governing Board voted unanimously to extend his contract. We look forward to Dr. Kriekard's continued leadership!

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